

CLAIMS

What is claimed is:

1. A process for increasing the attention of Internet users to the ads displayed on web pages, comprising the step of:

Randomly displaying on a web page a modified ad and destination URL, giving the user a chance to win a prize.

2. A process as set forth in claim 1, including the step of:

Verifying user and/or session eligibility to the program.

3. A process as set forth in claim 1, including the step of:

Inserting a sweepstake ad, jackpot and destination URL.

4. A process as set forth in claim 2, including the step of:

Inserting a sweepstake ad, jackpot and destination URL.

5. A process for processing or handling the client request generated by a user click. The process comprises the steps of:

Validating the request

Notifying the user.

6. A process as set forth in claim 5, including the step of:

Requesting and handling user participation.

7. A process as set forth in claim 5, including the step of:

Executing sweepstake.

8. A process as set forth in claim 5, including the step of:

Registering entry into sweepstake.

9. A process as set forth in claim 5, including the step of:

Displaying advertiser's web page.

10. A process as set forth in claim 6, including the step of:

Executing sweepstake.

11. A process as set forth in claim 6, including the step of:

Registering entry into sweepstake.

12. A process as set forth in claim 6, including the step of:

Displaying advertiser's web page.

13. A process as set forth in claim 7, including the step of:

Registering entry into sweepstake.

14. A process as set forth in claim 7, including the step of:

Displaying advertiser's web page.

15. A process as set forth in claim 8, including the step of:

Displaying advertiser's web page.

16. A process as set forth in claim 10, including the step of:

Registering entry into sweepstake.

17. A process as set forth in claim 10, including the step of:

Displaying advertiser's web page.

18. A process as set forth in claim 11, including the step of:

Displaying advertiser's web page.

19. A process as set forth in claim 17, including the step of:

Displaying advertiser's web page.

20. A process as set forth in claim 16, including the step of:

Displaying advertiser's web page.